

# KICK-START YOUR BUSINESS IN EUROPE!

## Reach out to key decision makers at INTERMOT the International Trade Fair for Motorcycles & Scooters.

The U.S. Commercial Service (CS), the export "accelerator" of the U.S. Department of Commerce, in cooperation with Cologne Trade Fairs, is organizing an American Product Center (APC) at INTERMOT Cologne (October 11-15, 2006).

### *Are you in one of the following target groups?*

Motorcycles, trikes, and scooters;  
Trailers and sidecars;  
Components, engines, electrical equipment and accessories for motorcycles;  
Clothing, motorcyclists' gear;  
Machines, tools, workshop and shop equipment;  
Lubricants, gear-box/transmission oil, care products;  
Motorcycle tourism, rentals, tour operators, dealers...

### *... then consider this:*

Display of your product or literature at the APC to **over 150,000 trade and public visitors** from all over Europe;  
Pre-show promotion of your products / services in the trade press & to buyers around the world through the Commercial Service network;  
Trade lead referrals and collection by CS staff prior, during, and after INTERMOT;  
One year listing on the official U.S. Embassy business matchmaking website;  
No-cost counseling on your target markets.

**You do not need to travel to the show in person!** CS will represent you for the entire duration of the fair, market your product / service, distribute your promotional literature, gather qualified feedback, and pass the collected export leads back to you for follow-up.

The participation fee for **this service is only \$ 650**, and includes your full listing in the trade fair catalog.

### ***Ready to roll?***

Then fill out the attached registration form, register online  
(<http://www.buyusa.gov/germany/en/intermot.html>)  
or contact us for more information:

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